

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1994
SACRA.-5H0

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	0	25,944
R. J. Reynolds	0	25,142
Brown & Williamson	6,149	14,618
Other	0	16,096
TOTAL	6,149	81,800

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Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H KINGS	0		0	
B&H KINGS M	0		0	
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	0		25,944	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		0		25,944
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
MARLBORO+100+L	0		0	
		0		0
MERIT	0		0	
MERIT M	0		0	
MERIT+M	0		0	
MERIT UL	0		0	
MERIT+UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT 100L	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		0	
V SLIMS L+ML	0		0	
V SLIMS SSM	0		0	
		0		0
BRISTOL	0		0	
		0		0
TOTAL	0		25,944	

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R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
		0		0
CAMEL SPL	0		0	
CAMEL W+U+SL	0		0	
		0		0
DORAL L	0		0	
DORAL	0		25,142	
		0		25,142
MORE	0		0	
MORE M	0		0	
MORE L+ML	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
NOW 100M	0		0	
NOW 100+100M	0		0	
		0		0
SALEM	0		0	
SALEM L	0		0	
SALEM 100L	0		0	
SALEM+L+UL	0		0	
SALEM P100+100L	0		0	
SALEM GOLD	0		0	
		0		0
VANTAGE	0		0	
VANTAGE 100	0		0	
VANTAGE 100UL	0		0	
VANTAGE UL	0		0	
VANTAGE UL+100UL	0		0	
VANT+UL+100UL	0		0	
VANTAGE+UL	0		0	
VANTAGE+100UL	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
WINSTON L+100L	0		0	
WINSTON UL	0		0	
WINSTON+L+UL	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON+SELECT	0		0	
		0		0
TOTAL	0		25,142	

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Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
GPC	6,149		14,618	
		6,149		14,618
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL D 100L+UL	0		0	
KOOL+MLD+LT+UL	0		0	
KOOL MILDS+L+UL	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
RAL EX+EX100L	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 M	0		0	
RICHLAND 25 100L	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
RICHLAND 20	0		0	
RICHLAND 20L	0		0	
RICH 20+20 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	6,149		14,618	

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Other

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
DUNHILL	0		0	
DUNHILL MILDS	0		0	
DUNHILL MILDS M	0		0	
		0		0
GUNSMOKE + L	0		16,096	
		0		16,096
JACKS	0		0	
		0		0
MERIDIAN100L+ML	0		0	
MERIDIAN100L+UL	0		0	
MERIDIAN 100+ML	0		0	
		0		0
TOTAL	0		16,096	

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